

heretofore unrevealed esoteric sociological knowledge and practice. Memetic Magic is a unique magickal system offering an individual the power to cause real change in the objective universe through manipulation of sociocultural, artistic, and mental forces residing within his own psyche. The foundation upon which Memetic Magical power rests is a comprehensive understanding of applied memetics. Chapter 3 will discuss memetic theory and practice at length, but for the moment a simple Memetic Magical definition of a meme will do: A meme is the basic element of sociocultural language or thought which writes the programs producing the framework of the mind, or the consciousness. All human beings who have spent any time within human sociocultural systems are programmed to some measurable degree, and this programming tends to limit actions within certain programmatically acceptable bounds. The programs which control and manipulate human actions are written in the memetic language.

Magick need not be a static system of actions, philosophies, and rituals. Magickal systems are no more than frameworks, or tools, allowing magicians to affect change in the world. As times have changed, magicians have devised unique magickal systems in order to better harness their own magickal powers, in accordance with the state of society and the particular strengths and weaknesses of the magician in question.

All properly engineered magickal systems will produce real effects, to varying degrees, depending on a relatively smooth interface between the magickal system and the magician. In other words, the magician's particular mental state -- the social and cultural constructs which coalesce to configure the framework of his mind -- must be compatible with the magickal system the magician is attempting to employ. This concept is analogous to a certain brand of computer only being able to run a designated class of software. The mind of the magician is akin to a computer wired from unique social, cultural, and biological influences, while the magickal system employed is very comparable to software he attempts to download into his mind. If the symbolic representations underlying a magickal system are not

compatible with the magician's computer, consciousness, or mind, no effects will be had by the utilization of the magickal system.

If, on the other hand, a magickal system utilizes symbols acceptable to a magician's conscious framework, the power inherent in that magickal system will be released upon correct application of the compatible magickal system's ritual. The energy a magician can extract out of a particular magickal system is directly proportional to how smoothly the system runs within the framework of his mind.

Memetic Magic is a system of magick engineered to be optimally effective within the sociocultural frameworks prevalent in modern society. When a modern magician attempts to study and utilize ancient magickal systems through the lens of his consciousness he is forced to run software written in a language incompatible with his hardware. The evolution of symbolic and archetypal languages over time very often produces a severe dilution of the potential power inherent within an ancient magickal system. Closer to the truth, it is not that the inherent power within an ancient magickal system has lessened over time; it's more that modern minds have evolved to the point where the symbolic framework of a particular magickal sub-matrix is no longer able to be run or executed. The only reliable way to extract the maximum power out of an ancient magickal system is to have been exposed (and therefore to have absorbed through life experiences) to the sociocultural conditions within which it was created.

Therefore, to properly run an ancient magickal system, or, in fact, any magickal system which lies outside the specific sociocultural matrix within which a magician was raised, the magician must artificially create or transform his hardware (his consciousness) into a structure capable of accepting and manipulating the sociocultural language in which the original magickal system was written. If the magician's consciousness will not read a particular magickal programming language, it must be transformed to read the language. While this transformation of the consciousness into a framework